

# Publicity Policy

## **A. Jurisdiction:**

1. This Policy applies to all Union activity, with the exception of Felix which is bound by the *Felix Policy*.
2. Publicity material is defined as any form of printed / physical or electronic communication.

## **B. Accountability:**

1. Union volunteers and staff with line management responsibility are accountable for the publicity produced and distributed by those they manage, and for ensuring this Policy is followed.

## **C. Rules on publicity material:**

1. All publicity material must:
  - a. Carry the current ICU logo and the words "Imperial College Union" or those of the relevant Faculty Union with their President's permission.
  - b. Name the Club, Society, Project or other recognised group of Imperial College Union responsible for the material.
  - c. Display the time, date and location of the event if applicable. If the material relates to a cause or general activities an expiry date no later than 1 month after the material is used must be visible on paper publications.
  - d. Be in English only or have an English translation of anything written in a foreign language, the translation being equal or greater in prominence.
  - e. Not contain material that violates the Union Code of Conduct or any Union Policy.
  - f. Not contain material that may bring the Union or College into disrepute, is of a libellous, or potentially libellous nature or which contravenes or is likely to contravene copyrighted materials or registered trademarks.
2. Printed / physical material (such as posters) on display must:
  - a. Be no larger than A2 in size.
  - b. Be put up using blu-tack or an equivalent and be properly secured, not with Sellotape or glue.
  - c. Not be put up closer together than 5 metres apart or on adjacent poster boards.
  - d. Not be put up over other in-date posters.
  - e. Be removed within 5 days of the event being advertised having taken place.

3. When fliers are distributed, they must:
  - a. Be handed to individual students or be left in position with clearance from the area authoriser - flier distribution should never cause a littering problem.
  - b. Make every effort to comply with the Environmental Policy regarding minimising waste and environmental impact.
  - c. Not be distributed in halls or departments without permission of the Department or Warden.
4. Electronic media:
  - a. Social media groups/events should be moderated to prevent inappropriate comments wherever possible and groups should note that in using the College name they have the ability to bring the College into disrepute.
  - b. Responses to Facebook, Eventbrite or similar event listings may be taken as an indicative guest list for events.
  - c. Fictitious online profiles must not be used.
5. Publicity stunts:
  - a. May not occur on the Queen's Lawn, Queen's Lawn Terrace, Prince's Gardens or Upper Dalby Court without the consent of the College Secretary.
  - b. Should never be offensive or dangerous – including contravening Health & Safety considerations. A risk assessment must have been submitted and approved.
  - c. Have appropriate permissions sought as required; this includes lecture theatre advertising where the lecturer's permission must be sought.

#### **D. Locations:**

1. The Union, under the Code of Practice with the College, is responsible for student noticeboards along the Sherfield walkway. Without further permission posters may also be placed:
  - a. On Union Building poster boards with the exception of the bar areas and the Union Dining Hall and those covered in glass.
  - b. Stairway noticeboards at St. Mary's, on each floor.
  - c. Glass notice boards at SAF and in UMO student post room.
  - d. Reynolds First floor walls and basement walls.
2. Permission should be sought from the Head of Department or Warden to display posters in Halls of Residence or Departments.

#### **E. External posters:**

1. Students may not put up posters on behalf of external organisations except with permission from the member of Union staff with enforcement responsibility as per Section H1.

### **G. Election publicity:**

1. Election publicity is subject to rules set by the Returning Officer. Election publicity does not normally require the Union's name or details of events). Election publicity must not use any College, Union or Constituent Union insignia, including crests and logos.
2. Elections publicity is expected to adhere to the principles outlined in this Policy, in addition to requirements laid down by the Returning Officer.

### **H. Enforcement:**

1. It shall be in the job description of a member of Union staff to oversee the enforcement of this Policy.
  - a. Part of this responsibility shall entail periodic checking of the designated noticeboards and removal of publicity materials violating this Policy.
  - b. This member of Union staff may grant exceptions to the rules in Section C of this Policy where reasonable, with the exception of rules C.1.d – C.1.f.
  - c. The decisions of this member of staff in the implementation of this Policy may be appealed to the President.
2. Where any publicity material is deemed in breach of this Policy it must be removed within 24 hours.
3. Egregious or repeated violation of this Policy by a volunteer or volunteer group may result in sanctions against the individual or group, subject to Section G of the Union Bye Laws.